

# SELLING points

April 2012 Vol. 12, No. 10

MONTHLY RETAILER NEWSLETTER

THE SIGN SAYS IT ALL

Sign  
me UP





Dear Lottery Retailers:

Thank goodness for April!! The often unpredictable weather of February and March is behind us, and South Carolina’s spring is blossoming. April is a great time to take stock of our surroundings, weed out the clutter and confusion and emphasize the techniques that can bring about positive change.

Each month *Selling Points* features a successful retailer who does just that – emphasizes those procedures that encourage players to frequent their locations and which bring about increased ticket sales.

Using best practices can, indeed, promote a better relationship with your lottery customers and contribute to the overall professional look of your location. By maintaining a well-stocked and tidy ticket display, advertising and displaying winning tickets, conducting your own mini-promotions, cashing winning tickets up to and including \$500, asking for the sale, and of course, greeting your regular customers by name, you make a positive difference. Habitual practice of these easy-to-do actions makes for a well-run – and successful – business.

Another especially important measure is promptly updating your jackpot signs with the correct amounts. Now that Powerball® jackpots begin at \$40 million and grow faster, you definitely want to call attention to the numbers! And Mega Millions® jackpots are quite attractive to those who want to play a large jackpot game for only \$1. Simply updating your jackpot signs each Wednesday, Thursday, Saturday, and Sunday can attract new customers to your store who, because of your implementation of best practices, may well increase your bottom line and SCEL’s transfer to education.

We sincerely appreciate your following the best practices as we work together to bring greater educational opportunities to the people of South Carolina.

I hope April will bring out the best in your lottery location!



All my best,  
  
**Paula Harper Bethea**  
Executive Director  
South Carolina Education Lottery

*If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.*

# Welcome to Selling Points

*Selling Points* is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

## Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

- Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
- Stolen/Missing Tickets:** 1-866-269-5668
- Intralot Help Desk:** 1-877-500-5202
- Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)
- Licensing Information:** 1-866-737-7235 (Option 4)
- Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:  
[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly! [www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



For Bill Edwards, its all about Southern hospitality at Harborview Exxon.

## Harborview Exxon SUCCESS STORY By Clancie Barley, Coastal MSR

**Harborview Exxon** in **Charleston** is one of the Lottery’s many retailers celebrating the 10-Year Anniversary with us. Owner Bill Edwards not only has a long history with the Lottery, but his store has its own history to be proud of.

Edwards opened his first Texaco service station in 1966 and this location at 971 Harborview Road in 1969, and he is still going strong. This is one of the few full-service stations remaining.

That’s right, you can pull up and have an attendant come out to pump your gas and clean your windshield with a smile! You feel like you have taken a trip to another era when you visit Harborview. Along with full service pumps, there is a garage attached to the location where they are very happy to service your car. While your car is being serviced, you can admire Bill’s classic car collection parked outside, from a 1955 convertible to a 1966 Corvette.

Not only is this an interesting place to visit, but it’s always a pleasant experience. You are greeted with a smile and a full lottery dispenser. I often hear Harborview employees ask for the sale of a lottery ticket with a customer’s purchase. Over the years, Edwards has increased Harborview’s instant ticket inventory and learned the value of maintaining a full dispenser, explaining new games to players, and asking for the sale with a smile.



A \$75,000 winning Cash Explosion 3rd Edition ticket was sold by Paul Smothers at **Foxes Corner** in **Hartsville**.



Mrs. Patel from **The Market** in **Lancaster** sold a winning Bingo Multiplier ticket worth \$75,000.



**Speedee Mart** in **Clinton** sold a winning \$200,000 Maximum Money instant ticket.



# Sign me UP

By Holli Armstrong, Copywriter

Lottery signage inside and outside of your location has a HUGE impact on sales. Whether the signs are supplied by us or handmade by you, your customers notice and respond. Don't take our word for it; check out what others in your industry are doing to make the lottery sale.

## Great Tip

**VGO Mart  
Piedmont**

Outstanding idea. VGO Mart fashioned a sign promoting the historic \$310 million Powerball® jackpot and posted it out at the pumps.

This simple thought got customers out of their cars and inside to buy a Powerball® ticket and maybe pick up a drink and snack too.



## Update Jackpot Signs

Selling Powerball® and Mega Millions® tickets is as easy as updating your jackpot signs.

Customers want to know the correct jackpot amount prior to making their lottery purchases, and the signs help make their decision easier.

Advertising the correct jackpot amount is even more important now that Powerball® is a \$2 game. Promoting larger jackpots will help you retain and attract new Powerball® players. If a player doesn't want a Powerball® ticket, offer them a \$1 Mega Millions® ticket instead. Informing players of their options is always helpful.

Customers want to know which game is offering the bigger jackpot. This is especially true when jackpots exceed \$100 million. Point to the signs and ask customers if they would like a ticket for the game with the larger jackpot.



A terminal message is sent on Thursday and Sunday mornings to remind you to update your Powerball® sign.

Terminal messages are sent on Wednesday and Saturday mornings to remind you to update your Mega Millions® jackpot sign.



**Shiv Mart  
Lugoff**

Their main sign ID's the location as a lottery retailer. Kevin and Rita Patel celebrated Powerball® with a drawing for a 42-inch TV! They saw several new faces at the Party!

**Jimmys Mini Mart  
West Columbia**

"Lottery Tickets Cashed Here" says it all. Before walking in the door, lottery players know this retailer takes cashing seriously.

**Thomas Grocery & Grill  
Whitmire**

Consider using your outdoor sign to advertise an upcoming lottery promotion, jackpot, or winning ticket.

**Li'l Cricket #885  
Walterboro**

Phil, the manager, made this sign for their play station alerting customers of the Powerball® changes.



SELLING POINT

When cashing a ticket, if you receive a PREVIOUSLY PAID terminal message, either “Previously Paid by YOU” or “Previously Paid by OTHERS,” please call the SCEL Security Department immediately. During regular business hours, 8:30 a.m. to 5 p.m., call the Security Department at 1-866-269-5668. After business hours and on weekends, call and leave a message providing the ticket information. A member of SCEL’s Security Staff will be in touch with you. In Columbia, call 737-2854.

TAX TIME REMINDERS

Business hours are from 8:30 a.m. to 5 p.m., Monday through Friday.

**For Players:**  
**Call: 803-253-4004.** Please note, this number is a toll call outside of Columbia.  
As tax time approaches, should a player mention the need for a W-2G form, please tell the player to contact the SCEL Claims Center in Columbia to request a copy.

**For Retailers:**  
**Call toll-free: 1-866-737-7235, Option 3**  
• **Non Corporate Retailers** may request additional copies of their 1099s from the retailer accountants in the Finance Department.  
• **Corporate Retailers**, who do not receive 1099s, may request a Commission Information Report of total commissions from their retailer accountant.

Holiday Closings

**May:**  
**Monday, May 28, 2012:** SCEL offices will be closed to observe National Memorial Day. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, May 28, 2012. Tickets must be ordered by 5:00 p.m. on Thursday, May 24, 2012, for delivery on Friday, May 25, 2012. Tickets ordered on Friday, May 25, 2012, will be delivered on Tuesday, May 29, 2012.

JOIN US AT THIS YEAR’S RBC HERITAGE

By Ammie Smith, Promotions Manager

The Lottery is proud to once again sponsor and be a part of the RBC Heritage Golf Tournament on Hilton Head Island.

Join us Thursday, April 12 through Sunday, April 15 at Sea Pines Golf Course. The Lottery will be selling tickets and conducting wheel spins with a \$10 purchase during tournament hours. Come see us at the Heritage Expo Village and Liberty Oak Expo Village.

Tell your players to look for the lottery booths on the course!

This pyramid is filled with PRIZES! Play the new \$10 Pyramid Riches instant ticket for a chance to win up to \$250,000! Players can win up to 10 times with 10 jewel-toned games on the pyramid.



WOULD SCACS MEMBERSHIP BENEFIT YOU?

By Leigh Faircloth, Executive Director, SCACS

Are you ambitious and career-oriented? Do you want to get ahead, whether in your business or in your career? According to Leigh Faircloth, Executive Director of the SC Association of Convenience Stores (SCACS), if you answered “YES” to both of these questions, SCACS membership could benefit you.



or better way – but why reinvent the wheel? Associations often provide educational opportunities that address workplace challenges. Talking with peers, you may discover innovative solutions or best practices.

All Alone?

There may be times when you would like to know the opinion of others in similar positions, even if you are self-employed. You may very well be an expert in your field but even experts can benefit from the experience of others. Most associations have communication tools and/or forums that allow for asking colleagues questions or discussing various topics. Opportunities may be formal and structured or informal, but either way, they provide a valuable exchange of ideas and information.

Are there aspects of your business that you wish you could change?

If so, joining an association may provide you the forum for suggesting and making changes. You may find many others feel the same way, and when you unite and collaborate with them, your combined voices can make a difference.

That’s the benefit of belonging: the ability to make a difference whether to yourself, to your business, to your bottom line or your industry.

For more information, please contact SCACS at (803) 419-0804. Or visit its website at [www.scacs.org](http://www.scacs.org).

Regular interaction with colleagues leads to learning and growing, personally and professionally. Association membership can often help resolve some common concerns, such as:

Feeling Stuck?

Do you feel you are going “nowhere – and fast”? Ever think it might be time to look for a new job? Interacting with professionals in your industry could be the answer. Associations offer workshops and educational programs that provide you with cutting-edge information and inform you of emerging trends. You may also make connections that lead to a better position.

These opportunities apply to business owners as well. One day you may wish to grow your business (buy more stores) or sell your business. Industry reputation can be a huge asset in either situation.

Tired of Beating Your Head Against the Wall?

Are you ever frustrated with inefficient or ineffective processes? Over time you might come up with an easier



**\$100,000**  
**Cold Hard Cash**  
Rocky Armentrout - Conway  
Purchased from  
Tiger Mart #3 - Conway



**\$1,000**  
**Diamond Millionaire** 10th Anniversary  
Jessica Kennedy - Santee  
Purchased from Quick  
Pantry #12 – Elloree



**\$2,700**  
**Pick 4**  
Rosilind Green - Orangeburg  
Purchased from  
Quick Pantry 7 - Orangeburg



**\$1,000**  
**Platinum Payout**  
John Prosser – Murrells Inlet  
Purchased from Kangaroo  
Express #247 – Myrtle Beach



**\$575**  
**Triple Wild Winner**  
Perry Jones - Simpsonville  
Purchased from  
Corner Stop – Simpsonville



**\$25,000**  
**SC Education Lottery Deluxe**  
Travis Berry - Gaston  
Purchased from  
Truck Stop 44 - Gilbert



## UPCOMING games

The following games are scheduled to launch Tuesday, April 3:



## ENDING games\*

Please start selling down the following:

**SC-508 Ruby Riches**

Last day to sell:  
Wednesday, April 18, 2012

Last day to return:  
Friday, May 18, 2012

Last day to redeem:  
Tuesday, July 17, 2012

\* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Launch dates and tickets are subject to change as necessary.  
Artwork shown is not necessarily representative of final product and is subject to change.

## TICKET alerts\*

Tuesday, April 10, 2012: Last day to redeem Instant Carolina 5 (#415).

Wednesday, April 18, 2012: Last day to sell Ruby Riches (#508).

Friday, April 20, 2012: Last day to return Blue Sapphire Bucks (#439) and Royal Riches (#488).

Ending game dates are current as of Wednesday, February 29, 2012.